

ORDER



Orders
Order / Rev: 37245
Alt Order #: 08863986
Product Desc: ISSUE
Estimate: 984
Flight Dates: 09/14/12 - 09/23/12
Original Date / Rev: 09/12/12 / 09/12/12
Order Type: GENERAL

KLAS

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: Cross Roads Media
Buying Contact:
Billing Contact:
 66 Canal Center Plaza
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Crossroads GPS
Demographic: A35+
Product Codes: PO4
Priority: LV1
Revenue Codes: AGY, POL, ISS

New Business Thru: 08/14/11
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|--------------|
| 08/27/12 | 09/23/12 | 98 | \$165,500.00 | \$140,675.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|-----------|---------------------|---------------------|-------------|
| September 2012 | 98 | \$165,500.00 | \$140,675.00 | 0.00 |
| Totals | 98 | \$165,500.00 | \$140,675.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Mike Jones | | | Start Of Order - End Of Order | 100% |

Order Share

| Order Share | Share | Total |
|-------------|-------|--------------|
| KLAS | 30% | \$165,500.00 |
| Market | 100% | \$551,666.67 |

Competitive Share

| Competitive Share | Share | Total |
|-------------------|-------|--------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KTNV | 25% | \$137,916.67 |
| KTUD | 0% | \$0.00 |
| KVBC | 0% | \$0.00 |
| KVVU | 5% | \$27,583.33 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|----|----------|----------|---------------------|-------|----------------|---------|-----|-------|------------|-----|------|------|-------|------------|
| E 1 | 8 | 09/15/12 | 09/22/12 | 8 News Now Sat 5-7p | CM | 5-7p | -----S- | :30 | 1 | \$2,000.00 | LV1 | 0.00 | NM | 2 | \$4,000.00 |
| NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 -----S- 1 \$2,000.00 0.00 Week: 09/17/12 09/23/12 -----S- 1 \$2,000.00 0.00 | | | | | | | | | | | | | | | |
| E 2 | 8 | 09/15/12 | 09/22/12 | | CM | Various | -----S- | :30 | 1 | \$900.00 | LV1 | 0.00 | NM | 2 | \$1,800.00 |

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Advertiser: Crossroads GPS
 Product Desc: ISSUE
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KLAS

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------|----|-------------------|-----------------|--|-------|---------------------|-----|-------------------|-------------|-----|---------------|------|-------|-------------|
| E 13 | 8 | 09/17/12 | 09/21/12 | 8 News Now 5-630p M-F 8 News Now 5-630p M-F | CM | 5-630p MTWTF-- | :30 | 3 | \$1,300.00 | LV1 | 0.00 | NM | 3 | \$3,900.00 |
| NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | MTWTF-- | | | | 3 | \$1,300.00 | | 0.00 | | | |
| E 14 | 8 | 09/14/12 | 09/14/12 | 8 News Now 4p M-F 8 News Now 4p M-F | CM | 4-5p ----F-- | :30 | 1 | \$1,100.00 | LV1 | 0.00 | NM | 1 | \$1,100.00 |
| NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | ----F-- | | | | 1 | \$1,100.00 | | 0.00 | | | |
| E 15 | 8 | 09/17/12 | 09/21/12 | 8 News Now 4p M-F 8 News Now 4p M-F | CM | 4-5p MTWTF-- | :30 | 5 | \$1,100.00 | LV1 | 0.00 | NM | 5 | \$5,500.00 |
| NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | MTWTF-- | | | | 5 | \$1,100.00 | | 0.00 | | | |
| E 16 | 8 | 09/14/12 | 09/14/12 | 630-7p Inside Edition Inside Edition | CM | 630-7p ----F-- | :30 | 1 | \$2,500.00 | LV1 | 0.00 | NM | 1 | \$2,500.00 |
| INSIDE ED | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | ----F-- | | | | 1 | \$2,500.00 | | 0.00 | | | |
| E 17 | 8 | 09/17/12 | 09/21/12 | 630-7p Inside Edition Inside Edition | CM | 630-7p MTWTF-- | :30 | 5 | \$2,500.00 | LV1 | 0.00 | NM | 5 | \$12,500.00 |
| INSIDE ED | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | MTWTF-- | | | | 5 | \$2,500.00 | | 0.00 | | | |
| E 18 | 8 | 09/14/12 | 09/14/12 | 8 News Now 6a M-F 8 News Now 6a M-F | CM | 6-7a ----F-- | :30 | 1 | \$900.00 | LV1 | 0.00 | NM | 1 | \$900.00 |
| NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | ----F-- | | | | 1 | \$900.00 | | 0.00 | | | |
| E 19 | 8 | 09/17/12 | 09/21/12 | 8 News Now 6a M-F 8 News Now 6a M-F | CM | 6-7a MTWTF-- | :30 | 5 | \$900.00 | LV1 | 0.00 | NM | 5 | \$4,500.00 |
| NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | MTWTF-- | | | | 5 | \$900.00 | | 0.00 | | | |
| E 20 | 8 | 09/16/12 | 09/23/12 | Eye on Wash/Wall St JoQM Eye On Wash/Wall St Jrnl | CM | 5-6a -----S | :30 | 1 | \$300.00 | LV1 | 0.00 | NM | 2 | \$600.00 |
| EYE/WALL ST | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | -----S | | | | 1 | \$300.00 | | 0.00 | | | |
| Week: | | 09/17/12 | 09/23/12 | -----S | | | | 1 | \$300.00 | | 0.00 | | | |
| E 21 | 8 | 09/14/12 | 09/14/12 | 1230-2p Soaps/ LMAD Soaps / Let's Make A Deal | CM | 1230-2p ----F-- | :30 | 2 | \$800.00 | LV1 | 0.00 | NM | 2 | \$1,600.00 |
| BOLD/DEAL | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | ----F-- | | | | 2 | \$800.00 | | 0.00 | | | |
| E 22 | 8 | 09/17/12 | 09/21/12 | 1230-2p Soaps/ LMAD Soaps / Let's Make A Deal | CM | 1230-2p MTWTF-- | :30 | 10 | \$800.00 | LV1 | 0.00 | NM | 10 | \$8,000.00 |
| BOLD/DEAL | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | MTWTF-- | | | | 10 | \$800.00 | | 0.00 | | | |
| E 23 | 8 | 09/14/12 | 09/14/12 | 8 News Now 4p M-F 8 News Now 4p M-F | CM | 4-5p ----F-- | :30 | 1 | \$900.00 | LV1 | 0.00 | NM | 1 | \$900.00 |
| ELLEN | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | ----F-- | | | | 1 | \$900.00 | | 0.00 | | | |
| E 24 | 8 | 09/17/12 | 09/21/12 | 8 News Now 4p M-F 8 News Now 4p M-F | CM | 4-5p MTWTF-- | :30 | 5 | \$900.00 | LV1 | 0.00 | NM | 5 | \$4,500.00 |
| ELLEN | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | MTWTF-- | | | | 5 | \$900.00 | | 0.00 | | | |

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Advertiser: Crossroads GPS

Product Desc: ISSUE

Estimate: 984

KLAS

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------------|----|-------------------|-----------------|---|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|------|-------|-------------|
| E 25 | 8 | 09/14/12 | 09/14/12 | 7-8p Rotator 7-8p Rotator | CM | 7-8p | ----F-- | :30 | 1 | \$2,500.00 | LV1 | 0.00 | NM | 1 | \$2,500.00 |
| ET/INSIDER | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | ----F-- | | | 1 | | | \$2,500.00 | | 0.00 | | | |
| E 26 | 8 | 09/17/12 | 09/21/12 | 7-8p Rotator 7-8p Rotator | CM | 7-8p | MTWTF-- | :30 | 5 | \$2,500.00 | LV1 | 0.00 | NM | 5 | \$12,500.00 |
| ET/INSIDER | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | MTWTF-- | | | 5 | | | \$2,500.00 | | 0.00 | | | |
| E 27 | 8 | 09/16/12 | 09/23/12 | Sun 530-6p Ins Ed Wknd Inside Edition Wknd | CM | 530-6p | -----S | :30 | 1 | \$500.00 | LV1 | 0.00 | NM | 2 | \$1,000.00 |
| INSIDE ED | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | -----S | | | 1 | | | \$500.00 | | 0.00 | | | |
| Week: | | 09/17/12 | 09/23/12 | -----S | | | 1 | | | \$500.00 | | 0.00 | | | |
| E 28 | 8 | 09/14/12 | 09/14/12 | 8 News Now 11p M-F 8 News Now 11p M-F | CM | 11-1135p | ----F-- | :30 | 1 | \$1,900.00 | LV1 | 0.00 | NM | 1 | \$1,900.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | ----F-- | | | 1 | | | \$1,900.00 | | 0.00 | | | |
| E 29 | 8 | 09/17/12 | 09/21/12 | 8 News Now 11p M-F 8 News Now 11p M-F | CM | 11-1135p | MTWTF-- | :30 | 5 | \$1,900.00 | LV1 | 0.00 | NM | 5 | \$9,500.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | MTWTF-- | | | 5 | | | \$1,900.00 | | 0.00 | | | |
| E 30 | 8 | 09/14/12 | 09/14/12 | CBS This Morning 7-9a CBS This Morning | CM | 7-9a | ----F-- | :30 | 1 | \$800.00 | LV1 | 0.00 | NM | 1 | \$800.00 |
| EARLY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | ----F-- | | | 1 | | | \$800.00 | | 0.00 | | | |
| E 31 | 8 | 09/17/12 | 09/21/12 | CBS This Morning 7-9a CBS This Morning | CM | 7-9a | MTWTF-- | :30 | 5 | \$800.00 | LV1 | 0.00 | NM | 5 | \$4,000.00 |
| EARLY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | MTWTF-- | | | 5 | | | \$800.00 | | 0.00 | | | |
| E 32 | 8 | 09/14/12 | 09/14/12 | 8 News Now 5a M-F 8 News Now 5a M-F | CM | 5-6a | ----F-- | :30 | 1 | \$800.00 | LV1 | 0.00 | NM | 1 | \$800.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | ----F-- | | | 1 | | | \$800.00 | | 0.00 | | | |
| E 33 | 8 | 09/17/12 | 09/21/12 | 8 News Now 5a M-F 8 News Now 5a M-F | CM | 5-6a | MTWTF-- | :30 | 5 | \$800.00 | LV1 | 0.00 | NM | 5 | \$4,000.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | MTWTF-- | | | 5 | | | \$800.00 | | 0.00 | | | |
| E 34 | 8 | 09/14/12 | 09/14/12 | Price Is Right Price Is Right | CM | 10-11a | ----F-- | :30 | 1 | \$2,500.00 | LV1 | 0.00 | NM | 1 | \$2,500.00 |
| PRICE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | ----F-- | | | 1 | | | \$2,500.00 | | 0.00 | | | |
| E 35 | 8 | 09/17/12 | 09/21/12 | Price Is Right Price Is Right | CM | 10-11a | MTWTF-- | :30 | 2 | \$2,500.00 | LV1 | 0.00 | NM | 2 | \$5,000.00 |
| PRICE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | MTWTF-- | | | 2 | | | \$2,500.00 | | 0.00 | | | |
| E 36 | 8 | 09/18/12 | 09/18/12 | Tue 8-9p NCIS | CM | 8-9p | -T----- | :30 | 1 | \$18,000.00 | LV1 | 0.00 | NM | 1 | \$18,000.00 |
| NCIS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | -T----- | | | 1 | | | \$18,000.00 | | 0.00 | | | |

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Advertiser: Crossroads GPS
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KLAS

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----------|----|-------------------|-----------------|----------------------------------|-------|----------------|-------------------|-----|-------------|-------------|---------------|------|--------|-------|--------------|
| E 37 | 8 | 09/21/12 | 09/21/12 | Fri 10-11p Blue Bloods | CM | 10-11p | ----F-- | :30 | 1 | \$10,000.00 | LV1 | 0.00 | NM | 1 | \$10,000.00 |
| B BLOODS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | ----F-- | | | 1 | | \$10,000.00 | | 0.00 | | | | |
| E 38 | 8 | 09/19/12 | 09/19/12 | Wed Prime Special Big Brother | CM | 930-11p | --W---- | :30 | 1 | \$12,000.00 | LV1 | 0.00 | NM | 1 | \$12,000.00 |
| BIG BRO | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | --W---- | | | 1 | | \$12,000.00 | | 0.00 | | | | |
| E 39 | 8 | 09/16/12 | 09/16/12 | Sun 10-11p The Mentalist | CM | 10-11p | -----S | :30 | 1 | \$9,500.00 | LV1 | 0.00 | NM | 1 | \$9,500.00 |
| MENTALIST | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/10/12 | 09/16/12 | -----S | | | 1 | | \$9,500.00 | | 0.00 | | | | |
| | | | | | | | | | | | | | Totals | 98 | \$165,500.00 |